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NON-FOODS DEPARTMENT

February 27, 1997

To: **All Stores** **From:** **Ron Zelesnick**

Attn: **Store Managers**
Non-Foods Managers
Customer Service Center Personnel

Re: **Loose Pack Cigarette Section/Service Booth**

Representative from R.J. Reynolds, Philip Morris, Brown & Williamson, Lorillard, and Liggett will be hitting all stores to reset and tag the Loose Pack Cigarette Sections within your Customer Service Centers.

See attached Plan-O-Gram.

Any questions call this office.

/mog

c: **C. Montanaro**
Bob Fey
J. Gorczyca
J. Saker, Jr.
M. Copertino
Manny Rego
Kevin Eng **Philip Morris**
Nick Kuruc **R. J. Reynolds**
Candice Nickisch **Brown & Williamson**
Frank Alessio **Lorillard**
Peter Eiring **Liggett Group**

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Source: https://www.industrydocuments.ucsf.edu/docs/myly0000

Foodarama Supermarkets
Customer Service Center
Cigarette Planogram

4' or 5' setups
Space allocation calculation: divide number of rows by 2: RJR is allocated 50% of top rows/Philip Morris is allocated remaining 50 %.

RJR	RJR	RJR	RJR	RJR	RJR	PM	PM	PM	PM	PM	PM
RJR	RJR	RJR	RJR	RJR	RJR	PM	PM	PM	PM	PM	PM
RJR	RJR	RJR	RJR	RJR	RJR	PM	PM	PM	PM	PM	PM
RJR	RJR	RJR	RJR	RJR	RJR	PM	PM	PM	PM	PM	PM
LOR	LOR	LOR	LOR	LOR	LOR	PM	PM	PM	PM	PM	PM
LOR	LOR	LOR	LOR	LOR	LOR	PM	PM	PM	PM	PM	PM
BAT	BAT	BAT	BAT	BAT	BAT	PM	PM	PM	PM	PM	PM
BAT	BAT	BAT	BAT	LIG	LIG	PM	PM	PM	PM	PM	PM

RJR to have 50% of top rows (vertical).

Philip Morris to have 50% of top rows (vertical)

Examples
4' setups- RJR top 9 rows/Philip Morris remaining top 9 rows
5' setups- RJR top 11 rows/Philip Morris remaining top 11 rows

Company	% rows
RJR	25%
PM	50%
Loriliard	12.50%
BAT	10.40%
Liggett	2.10%

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